



# THE SELLSTATE *Experience*

LIFESTYLE. FREEDOM. ACHIEVEMENT.

# *The Power to Automate Lead Generation*



As a Sellstate Real Estate Advisor, you are provided with enhanced listings on Homes.com, one of the top home search sites worldwide, along with lead aggregation from Realtor.com, Trulia, and Zillow. With the addition of automated drip campaigns, buyer profiles, social network integration, and mobile notifications, Sellstate has the most complete lead generation solution. You'll never worry about where your next deal is coming from again. By diversifying lead streams, you can take advantage of multiple avenues of lead generation while protecting yourself against market forces, eliminating dry spells.

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ACHIEVEMENT.



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## Higher Education

Refining your skills is vital to your real estate career. Top agents spend a great deal of time with coaches and trainers. It is imperative to learn from someone who has achieved the results you are seeking. Through Sellstate's sophisticated multi-medium training curriculum, which is also available from any mobile device, you receive core training designed from the ground up. This maximizes your earning potential and enhances your freedom at the same time.

Our training improves your business in every area. You will learn to market properties in creative and innovative ways that are designed for both social media and traditional formats. You will also learn how to use viral marketing to bring you deals. Close more transactions by working smarter, not harder, with Sellstate.

**"WITH THE RIGHT GUIDANCE, EVERYONE CAN EARN A 7-FIGURE INCOME  
WORKING 20 HOURS A WEEK...I'VE DONE IT."**

**- NEIL CRESSWELL, PRESIDENT**



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STEP-BY-STEP

# Team Building MADE EASY!

The single most successful method of increasing your profitability is through team building. Your business will reach new levels. Sellstate's systems and guidance will help you build your team allowing you to multiply your income and have more time off.

With Sellstate, it is easier than ever to build a productive team that allows you to work less while growing your business. Your quality of life will improve.

# *The Power of Professional Marketing at Your Fingertips*



*Personalized and customized marketing material is part of Sellstate's Power Suite. As a Sellstate Real Estate Advisor, you can quickly create diverse, professional marketing pieces that promote your personal brand. You will impress both sellers and buyers with custom, client centric, property-specific brochures, flyers, and more. Sellstate will save you thousands of dollars on designer fees and marketing materials.*



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# *Globalize Your Business*

Our market has become global. Millions of foreign buyers are buying and selling properties every day. What can you do to claim your fair share of the global market? How do you find these foreign buyers? More importantly, how do they find you? Through Sellstate's on-demand training and information conveniently available on [SellstateSource.com](http://SellstateSource.com), our online education hub, you will learn how to leverage social networking and optimized websites to reach more consumers and generate more business. With Sellstate, you'll also receive a fully customizable Virtual Office Website with IDX Integration that allows you to capture leads directly on your site. With traditional marketing mediums becoming increasingly ineffective, Sellstate provides you with the tools needed to have a fully optimized global web presence.



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# *The Power to Control your Business from Anywhere in the World!*

Real Estate professionals are becoming increasingly mobile. Sellstate's system allows you to remain in control of your business whether you are out of the office or traveling the globe. Our single-login, cloud-based Power Suite keeps your leads, tools and contacts at your fingertips no matter where you are. Enjoy the freedom of being able to grow your business from anywhere in the world.

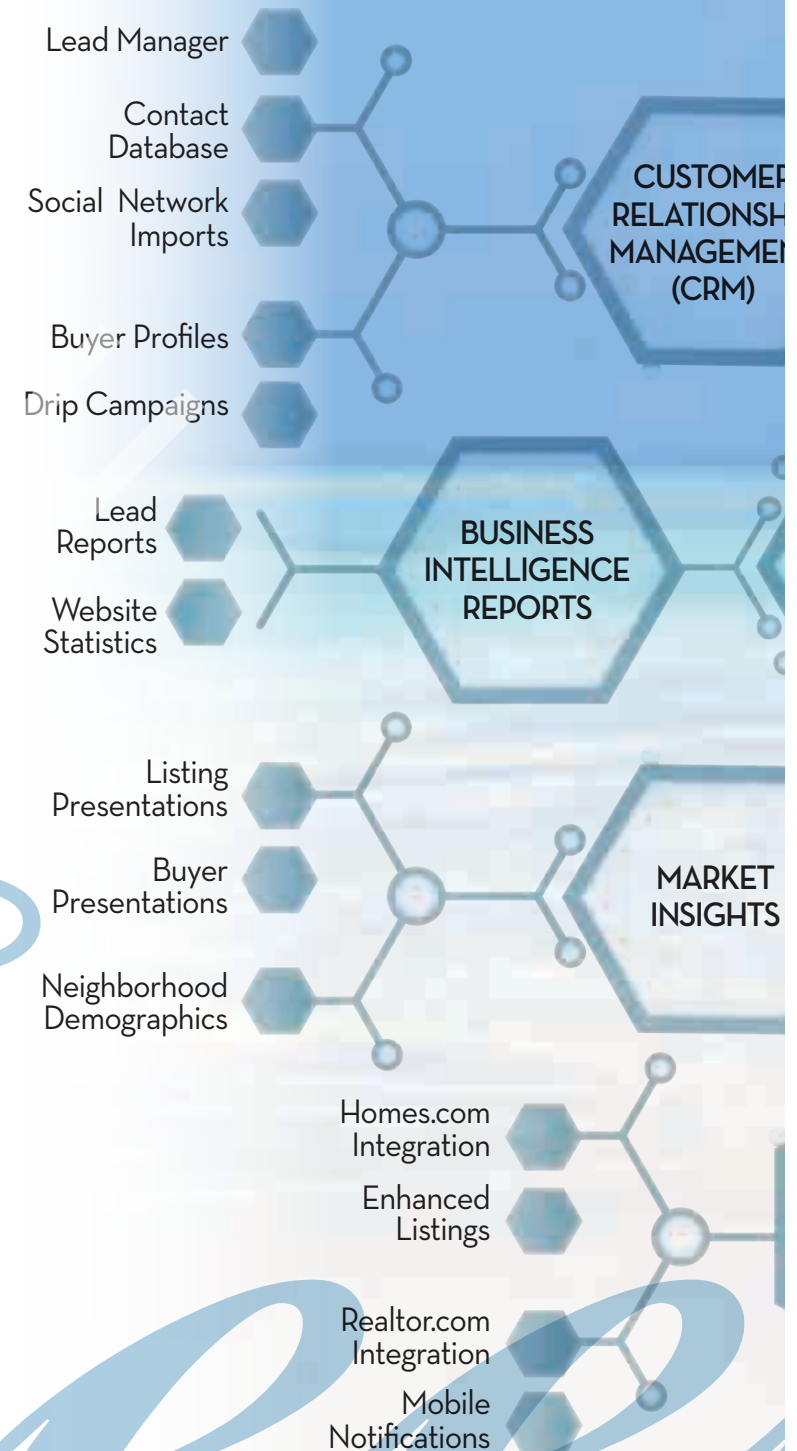
Power Suite is your virtual assistant 24 hours a day granting you full access to your control panel allowing your business to run remotely.

Sellstate's innovative Power Suite continues to build your business even when you're not there. The intelligent virtual office automatically runs in the background creating and nurturing leads while generating income for you. Even while you are spending time away from the office your clients will continue to receive communication from you addressing their needs in a timely, professional manner.

Power Suite is provided to all our Real Estate Advisors as part of the Sellstate value proposition.



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# The Power to Build Buyer Loyalty



Today's home buyers start their searches online and are well informed. In order to gain their trust and loyalty, you must be able to differentiate yourself from the competition by demonstrating you are knowledgeable and capable of meeting their specific needs.

With Sellstate's Power Suite, you have the ability to impress clients with an unmatched buyer presentation that combines an extensive Market Analysis with powerful visuals and remarkably accurate data. The detailed neighborhood demographics include income breakdowns, education levels, area schools, and places of worship as



well as a myriad of other relevant area information. When used in conjunction with comprehensive property comparisons, your presentation will build buyer loyalty and a larger referral network.

***"THROUGH SELLSTATE'S  
POWER SUITE, YOU HAVE THE  
ABILITY TO IMPRESS CLIENTS  
WITH AN UNMATCHED BUYER  
PRESENTATION..."***



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# *The Power to List Any Property*

In order to beat the competition to listings, you must be equipped with a powerful presentation that defines exactly what you will do for sellers and how you will accomplish it. Imagine showing up at a listing presentation with a sophisticated, professional presentation along with multiple pieces of custom marketing material to show the client your comprehensive plan to market their home.

Sellstate's Power Suite easily creates incredible listing presentations, complete with demographics, comps, charts and graphs that will blow away the competition. You'll never lose another listing!

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## *Freedom*

Our real estate advisors are some of the smartest and hardest working people in the industry. However, the nature of our business is that unless we are working, we are not earning. There are no paid vacations or days off.

The Sellstate experience is about Lifestyle, Freedom and Achievement. At Sellstate we offer our Real Estate Advisors the opportunity to earn additional income by inviting other top professionals to enjoy the Sellstate experience. The AAD program gives you the freedom and additional income to enjoy life. In 2012, the AAD Program's average annual payout totaled over \$10,000 with some participants earning tens of thousands of dollars.

## *Security*

The security of our Real Estate Advisors and their families is paramount to us. Many agents find themselves with no disability insurance and, in many cases, no healthcare insurance. At Sellstate, this is not acceptable. We want all our Real Estate Advisors and their families to have peace of mind so that in the event of sickness or some other unforeseen event, the family is protected.

The AAD program was formulated with that exact reason in mind. The average monthly AAD payout can cover those expenses giving our participants and their families that much needed security.



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# *Retirement*

You worked hard all your life and now is the time to enjoy the fruits of your labor. We care about our Real Estate Advisors and want to ensure that everyone in our Sellstate family has the opportunity to retire with an income equal to their desires. The AAD program affords you the opportunity to do exactly that. It allows you to build ongoing monthly income that you will continue to receive long after you retire and beyond to your estate.



# The Power of You!

**Sellstate is a lifestyle.** We value office culture, teamwork, education, and, above all, agent empowerment. Our vision is to help you achieve yours. Becoming a Sellstate Real Estate Advisor is a commitment and an investment - a commitment to your business and an investment in your future. It shows that you value your freedom and have the drive to achieve success.

**"AT SELLSTATE, A DAY  
DOESN'T GO BY THAT WE  
ARE NOT WORKING HARD  
ON IMPROVING THE LIVES OF  
OUR REAL ESTATE ADVISORS  
AND THEIR FAMILIES."  
- ART DARMANIN, CEO**

*The heart and soul of Sellstate is you, the Real Estate Advisor! The entire company was built on a philosophy of partnership and mutual respect. Our founders are a product of our industry, having spent many*

*decades living every facet of our business. They know first hand the euphoria of closing a sale and feeling on top of the world, as well as the gut wrenching feeling of having a deal fall apart at the closing table.*

*They walked in your shoes and have been successful where so many others have struggled. Our mission is to ensure that every single member benefits from the Sellstate Experience - Lifestyle, Freedom, and Achievement.*



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# Pioneering Real Estate for Decades

Two authorities in real estate have come together to create an unsurpassable system. Co-founded by two of the top real estate professionals in North America with over 60 years of combined experience, Sellstate's model is designed to empower agents. Arthur Darmanin's brokerage growth strategies and Neil Cresswell's 7-figure producing real estate tactics combine to create the most innovative model in real estate. As a Sellstate Real Estate Advisor, you can leverage the tried and true techniques and systems developed by the most visionary real estate leaders.



ARTHUR  
DARMANIN

- Over 35 years experience in real estate
- Member of the executive team of one of the largest real estate companies in North America, managing thousands of agents and brokerages
- Built a successful region from the ground up
- Served as President of his association
- Managed his first real estate brokerage 2 years into his career
- As an independent broker, built the largest brokerage in his market area with 6 offices in just 3 short years
- Member of O.R.E.A. Faculty of Education
- Co-founder and CEO of Sellstate



NEIL  
CRESSWELL

- Over 25 years experience in real estate
- Carried an average inventory of 200+ non-REO listings
- Single-handedly outperformed entire brokerages
- National Trainer
- Immediately rose to the top in sales for his area and proceeded to become one of the top Realtors in the country
- Regional Franchisor of one of the largest Franchises in North America
- Co-founder and President of Sellstate

TWO AUTHORITIES IN  
REAL ESTATE HAVE COME  
TOGETHER TO CREATE AN  
UNSURPASSABLE SYSTEM



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